



TREND LINE
global

Your Trusted Partner

The Simple secret formula for our success:
*Team + Loyalty + Culture = **TrendLine***

What we do

We don't just offer the skills of one engineer to our clients. We share with you our experience of full-cycle development and support done by an all-stars team like clockwork.



Dedicated development teams

We aim to deliver a package of services designed to boost your ramp-up time. From access to developers to professional project management to product consultancies and support – we do our best for the developers you work with to become a part of your team.



Internet marketing

Our marketing services will help your company grow tremendously. We make use of SEO and paid advertising to increase the visibility of your company. We conduct analytics and run PPC marketing to provide measurable results that will transform your company.



Mobile development

We are experts at mobile app development and we can help you to come up with a successful mobile strategy. Mobile app will make operations smoother for your company, improve your Big Data solution and bring value to the modern customers



Web development

We offer the best of web development services. We utilize a blend of both conventional and new approaches to create innovative web platforms and services. We offer a fine balance between functionality and design.

Who are we?

TrendLine is a full-cycle IT company founded in 2010. What used to be a small team of passionate developers has grown into a jet fuel-powered software development machine. We now have **3 R&D offices** across Ukraine and an impressive portfolio of over **250 projects** from numerous industries.

We have a **skilled** workforce comprising **experienced talents** that will use their wealth of knowledge to bring **your projects** to life. We use the latest frameworks and tools to give you the best.

We take our time in knowing what our clients want and use strategic thinking to deliver them **the best**. We are committed to satisfying our clients fully, and we go all the way to achieve this.

Quick facts about us:

8
years
of experience

113
satisfied
customers

253
projects
delivered

3
R & D
offices

About TrendLine

Our vision

Our vision is to deliver that potential to everyone with an idea for a digital business but the lack of available resources. That has given us an impeccable reputation.

Our mission

We deliver a rich suite of services that will help you reach your business objectives, increase your customer base and deliver profits to you. We provide a good range of consultancy and project management services suitable for large companies and small startups.

Our foundation

Business processes in our company stand on three whales:

Innovation:

The world is filled with new technologies like blockchain, VR and Machine Learning and newer, better ones are already on the horizon. We keep learning them on a day-to-day basis to provide your projects with the most efficient solutions.

Customer care:

Long-term partnerships are our main goal. We wish to maintain successful and mutually beneficial relationships with our clients through polished service delivery, accessibility, transparency and communication.

Security and stability:

We are a reliable development company, this means that your sensitive data is protected digitally, physically and by international law. Share your ideas with us and we'll find the right solutions to pull it off.

Meet the team



Eugeny Ipatko
CEO

LinkedIn/Eugeny Ipatko



Sergii Panasenko
Head of Outstaffing
Department

LinkedIn/Sergii Panasenko



Aleksey Fedorenko
COO

LinkedIn/Oleksii Fedorenko



Our clients and reviews



SPLYNX



The team did an excellent work and I was happy with everyone who has added value to the project. We have built a reliable e-learning solution together through establishing efficient processes, management and reporting system. I thank TrendLine management teams for the help.

Eli Basson, Director of marketing at SuperCom

What I liked most about working with TrendLine is that they have managed to become a part of our core teams on the three different projects. Their rates are reasonable and the quality of delivery meets our standards. This is why I can – without a doubt – say that we will be working with Trendline again on new projects.

Paul Kotze, Director at Oculus Solar Pty Ltd.



SUCCESS STORIES

250+
successful
projects

Splynx billing platform

Business challenges

Speed:

We first launched the project in June 2017 with a request to find a team fast. Quick start of the development was crucial to the customer. After careful analysis, we've discovered that 1 developer is enough to begin the project. We chose to find a person with an appropriate skill set and to start working on the project while still searching for new team members. As a result we have begun development in 7 days since the client contacted us and grew a team to 4 developers during the following weeks.

Vision:

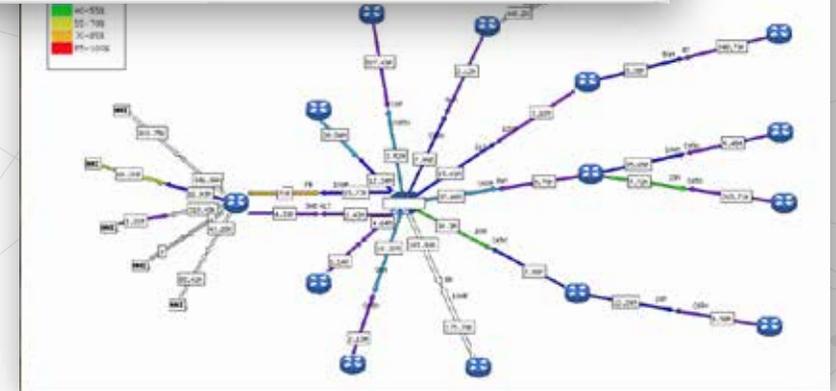
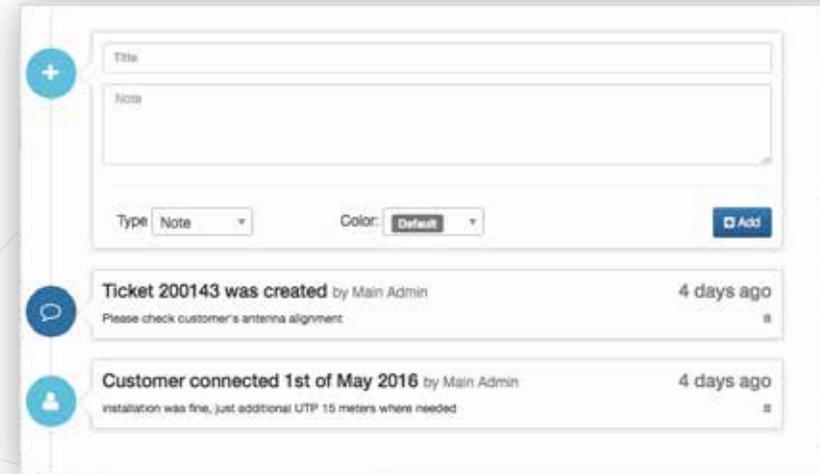
Our client required senior-level developers with at least 5 years of experience with technologies, such as Yii and MySQL. We utilized our network of 50,000 developers to find the perfect candidates on the shortest notice.

Management:

The client chose to personally manage our developers hence a PM was provided from their side. TrendLine ensured that efficient communication channels, access to meeting rooms for daily standups and other conveniences are available to the team and the manager.

Results

We have created a CRM system for telecommunications companies that automates their business processes and simplifies operations.



Splynx
4 developers

Yii, MySQL, SQL Server,
NodeJS, Perl, JQuery,
Bootstrap, Twig

Competitor research application

Business challenges

Budget:

We have managed to cut the budget required for development by 35% by offering access to a network of ecommerce specialists on the Ukrainian market. The fact that the rates of developers are lower here combined with the fact that TrendLine covers all of the expenses required to support a team of professionals has paid off for our client.

Onboarding:

We were to work on a system that has to be integrated into an existing CRM. This would usually require a long onboarding process for the developers to understand the product they are working with. However, given our 8 years of experience in providing similar services we have developed a methodology that effectively mitigates this issue as our developers already know what they should look for in a system.

Results

We have delivered a stable competitor research application that provides our client with relevant information on products and services available on the market



2 software developers

Java, Node.JS

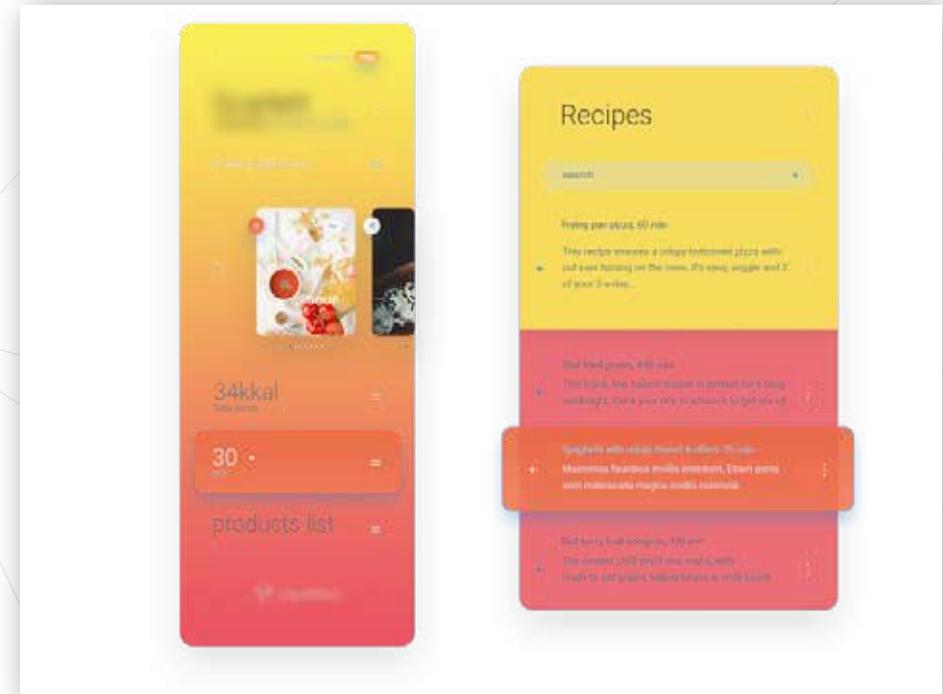
Online Video Streaming App

Business challenges

Our client could not afford a large team because they were operating with a relatively low budget. We have solved this issue by introducing the client to developers from Ukraine that have relevant experience and much more affordable rates. We have also built the project in a way in which only the people needed for the stage were working on a project. Our client could swap them out easily. The project required experienced developers that usually have high demands and expectations in terms of both salary and the compensation package. Our client was spared the pain of dealing with this aspect as we have covered back-office expenses, employee taxes and loyalty programs on our side. Our client only had to pay for the work being done and not a cent above that.

Results

The team we have gathered for this project has done a great job with building a video-heavy application that has no issues with load speed or frame rate drops.



3 back-end developers
and 1 front-end developer

C++, Go, Oracle,
Amazon Services,
Google APIs, Angular,
Atom

CRM App For FinTech

Business challenges

Speed:

Our client was on a tight schedule. They needed a team of professionals fast so they could finish up preparations for the next round of investments. We used our network of more than 10000 developers and located the perfect candidates with relevant experience in 2,5 weeks. The development began in 3 weeks since the initial analysis of requirements.

Intuitiveness:

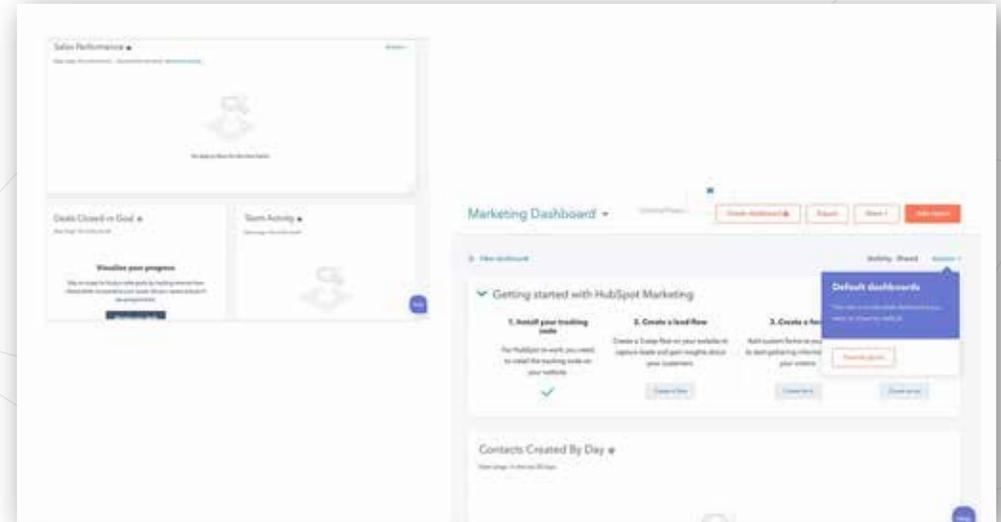
Since speed was of the essence not only did we have to find a team fast, but our developers had to integrate the new CRM into the client's workflow ASAP. For this we have included a professional UX designer into the team to make our solution as intuitive and simple in onboarding as possible. We have also sent out the developers who were working on the project to the client's HQ so they could train the local staff on how the CRM works and what it is capable of.

Large volumes of data:

The CRM had to store and analyze colossal volumes of data in real time. We used the help of a System Architect with 14 years of experience to help us identify the requirements, the structure of the product with scalability in mind and the required technological stack.

Results

We have developed a CRM for our client that is easily integratable into existing systems and provided assistance as well as support in its implementation.



1 project manager,
1 Scrum master (client side),
1 designer, 5 senior developers

Mongo, Node,
Express for back-end
and Angular for front-end

Quality Assurance of a Banking App

Business challenges

Experience:

Our client insisted on only working with QA engineers who have at least 8 years of experience and a portfolio that included banking or fintech applications. While either of these requirements is a challenge on its own, the combination of both made things even harder. Luckily we were able to find enough engineers from our network of 50,000 experts in 4,5 weeks.

Management:

We did not manage the project on our side. The client insisted on having their own PM for this project. TrendLine ensured that the “guest star” manager had all the resources, tools and leverage he needed including live video monitoring of his team, a meeting room available on demand and the ability to provide additional training.

Results

Our team has delivered a wide array of functional and security testing services. We have performed automated testing activities and penetration testing in order to amplify human input and cover more code.

The image shows a screenshot of a QA test plan spreadsheet. The top part of the spreadsheet lists test cases with columns for ID, Name/Idea, Expected result, and Status. Below this, there are several tables showing test results across different devices and browsers. The devices listed include Chrome, Firefox, Safari, and Mobile. The browsers listed include Chrome, Firefox, Safari, and Mobile. The test results are categorized into 'Pass', 'Fail', and 'Not tested'. The spreadsheet also includes a 'Brief SEO checklist' section.

ID	Name/Idea	Expected result	Status
1	1. Main menu		
2	Check menu structure and valid URLs	https://redmine.com/issues/56619	
3	Search button present	https://redmine.com/issues/56748	
4	Magamenu (Expertise, Services) correct layout	https://redmine.com/issues/56619 (screenshots attached) https://redmine.com/issues/56616 (mobile design)	
5	2. Home page		
6	Banner video on desktop	is present and playing repeatedly	
7	Banner image on mobile	image is present	
8	Correct text and valid URLs at banner bottom	https://redmine.com/issues/52950	
9	Page structure	All blocks present on page and display correctly	
10	3. Brief SEO checklist		
11	Google Analytics code present	http://screencast.com/464m15eVtm	

4 QA Engineers

UFT, Ranorex,
TestPlant, Serenity

iOS Game

Business challenges

Speed:

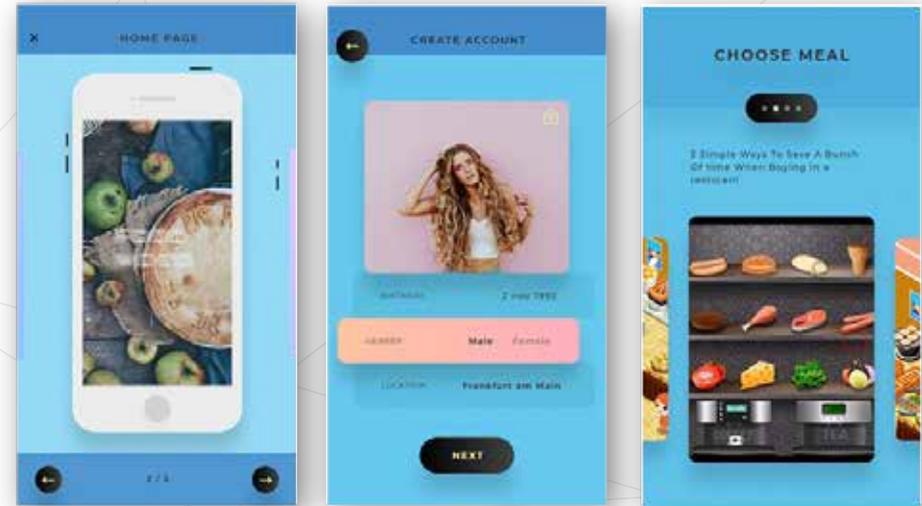
Our client wanted to find a skilled team of iOS developers fast as the app was one of the biggest selling points of a new restaurant to be open. We have managed to find the lead developer for the project within 6 days and the project kicked off within a week since we received the initial requirements. 2 more developers were found within the next 3 weeks.

Vision:

Our client requested as much communication with the team as possible in order to share the vision of the product in every slightest nuance. We were booking a meeting room for the developer and the project manager from the client's side for these purposes on a daily basis. Additionally we have set up efficient direct communication channels via Slack, Jira, Trello and Skype

Results

We have delivered a fun app that keeps people entertained while they await their meal even if cooking takes longer than expected.



3 iOS developers

C++, Objective-C,
Cocoa

Smart Cameras For Retail

Business challenges

Our client needed a working system that could be shown to investors in order to collect the next round of investments. We solved this in two primary ways. First and foremost, we were able to find a team of 2 embedded engineers with relevant experience within as little as 3 weeks. Then, after the integration of the team into the project they, together with the client's management team, made a strategic decision to only include new/returning visitor counter into the system while leaving recognition of emotions for the next stage of development.

The MVP was up and running in 6 months as a result. Our client was working on a tight budget and our outstaffing model was a perfect fit for this challenge. All the client had to pay for is actual work done right while TrendLine handled supporting expenses, training, motivation and the back-office. The fact that we are working with Ukrainian developers has also allowed to cut the cost of development in half without sacrificing quality.

Results

We have successfully released an MVP that functions according to initial requirements. On this stage we have helped our client to raise the next round of investments.



2 embedded
software developers,
1PM, 1 Business Analyst
(Client Side)

OpenCV library,
C++, IPP, Net 2.0/3.5,
Linux

E-commerce store

Business challenges

Experience:

Our client had no experience with working or managing an IT team as the whole business was brick and mortar until recently. We have solved this challenge by finding the perfect candidates, training them for the project and managing their work as well as back-office expenses on our side. We have also helped our client to develop the project requirements that would fit his goals and business model.

Budget:

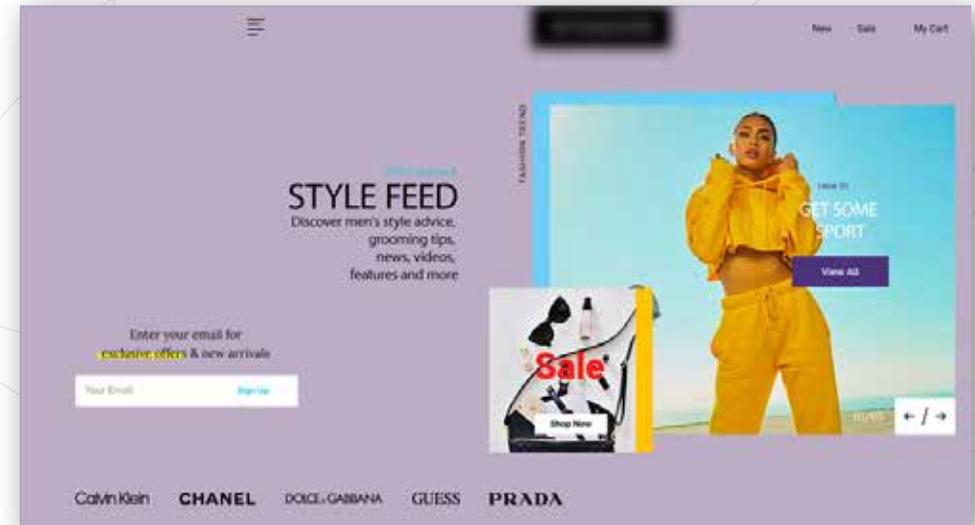
Our client did not have a large budget for this project. We've solved this challenge by finding the most fitting candidates for the project from our network of Ukrainian specialists who's rates are smaller than for the candidates with same experience but in the US.

Flexibility:

Our outstaffing model has allowed our client to have the best fitting team for the moment. We've started development with one developer and we have added two more when the need arise. Then we've added a designer to the team followed by an ESO specialist. By the time search engine optimization was taken care of two of the three developers were no longer needed so they moved on to different projects.

Results

We have developed a well-performing ecommerce store that looks and feels native on desktop computers and mobile devices



3 developers,
1 designer,
1 SEO expert

AngularJS,
MongoDB,
HTML5/CSS3, Java

Enterprise Resource Planning System

Business challenges

Scale:

Our client came to us for help with a massive project. A large team was needed to develop an ERP system on the required scale. We were able to use our network of more than 50,000 Ukrainian developers in order to find the most fitting candidates within 4 weeks since we received the initial requirements for the project.

Skillset:

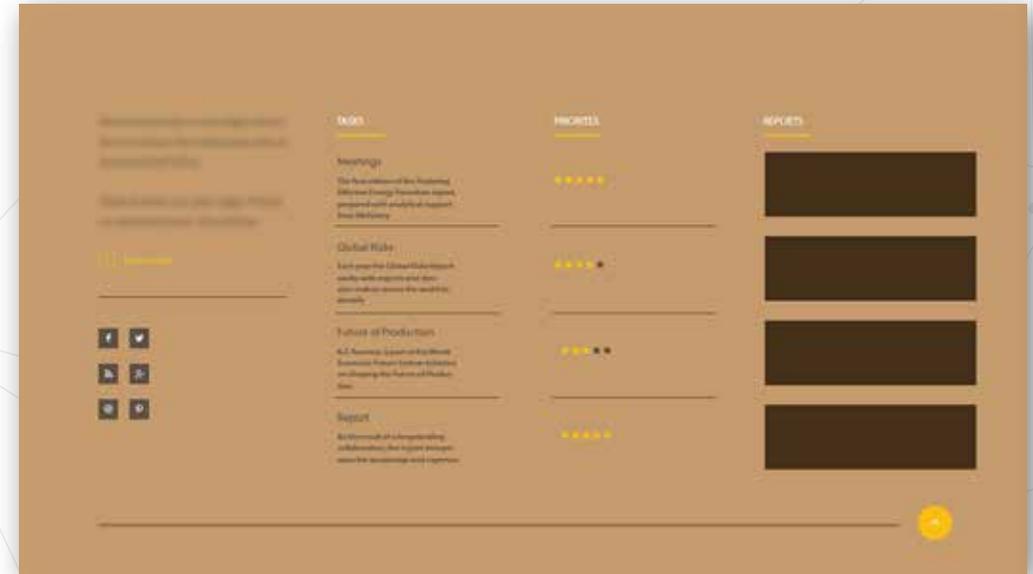
Required talent was unavailable in our client's hometown. We have provided a safe and efficient HR workflow that was able to identify the much-needed talent and we were able to guide their efforts according to the demands of the project.

Management:

We have provided our client with a full set of management tools that included efficient communication channels, real time work efficiency monitoring and the space for daily/weekly standup meetings held via live conference tools in a comfortable time slot.

Results

We have delivered a working ERP systems that simplifies and automates business processes for our client. Distribution and development have improved since the system was integrated.



3 software developers,
2 embedded
software developers,
1 UI designer and
1 Project manager

Java, AngularJS,
Spring MVC,
JSF, Hibernate

Social Media App

Business challenges

Team swaps:

This project required input from creative designers and UI/UX experts during the entirety of the development cycle. Actual development of the product took less time than wire framing, designing and creation of mockups. We have allowed our client to be flexible with the team. There were times when there was only one designer working on the project and there were times when 3 designers, 5 developers and a PM were involved. This has allowed our client to save budget on those stages of development when a full team was not needed.

Live feedback:

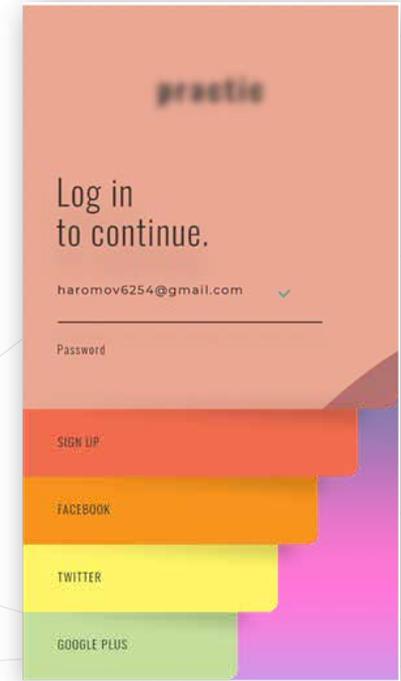
Our designers were working directly with focus groups on the customer's side. We have ensured efficient communication channels, live chats and even hackathon events based on gathered information.

Availability of talent:

Given how the project required different people on different stages we had to fill in the required spots on the fly. Thanks to our network of 50,000+ professionals TrendLine has nailed this challenge.

Results

We have delivered a beautiful, responsive application that works and feels great on a wide multitude of screens and devices.



5 software developers,
3 designers, and 1 PM

AngularJS,
React, Java,
MongoDB

Smart Search App

Business challenges

Our client did not have an HR department nor were they interested in having one. They chose to find people close to their corporate culture through interviews with the team, rather than just one representative. Our outstaffing model was the perfect solution for this challenge as we did the HR work behind the scenes and only introduced the client to relevant candidates. We were able to start the project with 2 developers we have found in 10 days and the project grew larger since. Our client emphasized the importance of culture and a shared mindset throughout the entire development process. We have solved this challenge in two ways.

First, we've sent out our team to the client's HQ for a month so everyone got a chance to meet each other. Secondly, we have established efficient communication channels and a live video chat feed that was live for the entirety of the development process. Appropriate management was essential for our client, so we agreed to have two project managers working on the product. One was on the side of the customer and the other was on our side. This way we have combined traditional development practices like daily meetings and sprints with some unconventional PM practices our client was using internally.

Results

Our teams were skilled in Agile development so the sprints they delivered early on served as a great background for feedback and further planning. As a result, we have successfully delivered a unique Smart Search algorithm for our client on time and within budget.



4 software developers,
1 designer, and 1 PM

Golang, PHP,
MongoDB

Our contacts



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